

Berkeley Couple on Honeymoon

TRIB C JUL 16 1939

Miss Marie Weber Becomes Bride Of Frank Sabatte

The future home of Mr. and Mrs. Frank E. Sabatte, on their return from a honeymoon at Lake Tahoe, will be in Berkeley, where the former is now in business with his father. The bridal couple was married at a nuptial mass Saturday, June 24, in the Church of the Little Flowers by the Rev. Father Andrew Bucher. White gladioli, dahlias and snapdragons decorated the altar.

The bride was Miss Marie A. Weber. She was escorted to the altar by her father, Mr. Karl J. Weber. She made a beautiful picture, wearing a gown of silk net, designed with a long court train of ruffles bound in satin with a Windsor crown, waist-length bridal veil of three valances bedecked with lilies of the valley.

CARRIES HEIRLOOM

A handkerchief of point lace was highly treasured by the bride, having been used in the marriage ceremony of the bride's mother and also her grandmother.

Her shower bouquet was of bouvardia and lilies of the valley. Carrying out a school tradition, the bride, a graduate of Holy Names High School, presented her shower bouquet to the Blessed Virgin Mary, the entire wedding party participating.

Francine Weber, sister of the bride, was maid of honor, wearing an orchid ruffled gown with picture hat with grosgrain streamers.

The bridesmaids were Rita Regley and Doris Van Horn, who dressed alike in ruffled gowns in pastel shades of blue.

The attendants carried shower bouquets of begonias, roses and snapdragons.

BROTHER WITH BRIDEGROOM

Mr. John Sabatte, brother of the bridegroom, was best man, while the ushers were Karl J. Weber Jr., brother of the bride, and Elmer Hansen.

Mrs. Karl J. Weber, mother of the bride, wore blue chiffon redingote, trimmed in shell pink, with a picture hat and accessories to match.

Mrs. John Sabatte, mother of the bridegroom, wore a cape costume of Navy blue sheer, trimmed in white, with a picture hat and matching accessories. Both mothers wore orchid corsages.

After the ceremony, a wedding breakfast followed by a reception was held at Hotel Claremont.

Following the reception, buffet refreshments were served and an orchestra and dancing provided further enjoyment.

Two Bay Dairies Merge

JAN 5 - 1970

Consolidation of two large northern California family-owned dairies was announced today jointly by Frank E. Sabatte, president of Berkeley Farms, and George Christopher, chairman of Christopher Dairy Farms. Both labels will continue to be available to the public.

Berkeley Farms last summer expanded with the purchase of two firms in Central and Southern California. Christopher last week announced his plans to sell for a reported \$3 million. No price was given in today's announcement.

Sabatte said, "Our alliance with Christopher Dairy gives the Bay Area a substantial milk company, totally controlled and operated by local people who can better compete with major national dairy firms."

Mitchell V. Davis, brother-in-law of Christopher, who has served as president of Christopher Dairy Farms for the past 15 years, will continue in the capacity.

Christopher will serve as management consultant and there will be no changes in Christopher top management personnel.

Christopher said, "As the last two local dairies of any importance in the wholesale milk business, we feel this consolidation of strength will be advantageous for both the consumer and the grocery."

The former San Francisco mayor said he expected to keep an office at Christopher Dairy so he can keep in touch with customers of the 28-year-old firm.

Berkeley Farms was founded in 1910 by John A. Sabatte. It is owned and operated by the five Sabatte brothers, and has a distribution system serving seven Bay Area counties.

OBITUARIES

SUN FEB 17 1985
Remond C. Sabatte

The Tribune

Remond C. Sabatte of Oakland spent a lifetime involved in his family's thriving dairy business and his church.

Sabatte, who died in Oakland on Friday, had operated Berkeley Farms Inc. of Emeryville with his four brothers since 1957. He was 61.

The Sabattes steadily expanded Berkeley Farms from the Bay Area to the Sacramento and San Joaquin valleys to the point where the 75-year-old dairy now is one of the state's largest independent milk companies.

His mother, Mary Sabatte of Oakland, and his father, the late John A. Sabatte, a French immigrant, began the business in 1910, delivering milk to the door with a horse and buggy.

He was born in Oakland, raised in south Berkeley and was graduated from St. Mary's College of Moraga.

He served on the St. Mary's Board of Regents since 1972 and was a past president of the college's alumni association. He received the college's "signum fieri" award in 1959.

He also served on the boards

of the Catholic Voice and the Hanna Boys Center, as well as the Bishop's Committee for Charity. He received the Oakland Diocese's merit award for community service in 1966.

A Catholic lay leader, he served as chancellor and president of the Sovereign Military Hospitaller, Order of St. John of Jerusalem of Rhodes and of Malta, Western Association.

During his leadership of the Western Association, he organized grants for the aged and helped found the Knights of Malta Free Clinic at Providence Hospital in Oakland in 1982. That year, the Knights of Malta decorated him with one of its highest honors, the Grand Cross of Magistral Grace.

He also served on the Providence Hospital Foundation board, the Executive Committee of Family Aid to Catholic Education and the Development Committee of Our Lady's Home. He was a past president of the Oakland Serra Club.

Survivors include his mother and brothers George of Oakland and Albert, Frank, and John of Lafayette.

A Rosary and Mass of Christian Burial will be celebrated at

7:30 p.m. Tuesday at St. Theresa's Church, 30 Mandalay, Oakland. Private interment will be at the Holy Sepulchre Cemetery in Hayward.

The family requests contributions to Our Lady's Home or Providence Hospital Foundation.

F FARMS IN BERKELEY? Mary Sabatte, who, with her late husband, John, cofounded Berkeley Farms in 1910, celebrated her 90th birthday Sunday at a Women's Athletic Club dinner given by her five sons and four daughters-in-law. Berkeley Farms is still in the family, and a close-knit one it is. All of Mary's sons — George, Albert, Frank, John and Remond — work in the business, as do 10 of her grandchildren.

JUN 24 1977

Both Mary and her husband came here from the French Pyrenees, though they met and married here. She worked side by side with him through the early years, processing the milk, which he delivered by horse and buggy, and cooking for the 10 workers who boarded on their premises. Originally called the South Berkeley Creamery, the business had a name change in 1956 — to Berkeley Farms, with headquarters in Oakland.

But back to "Farms in Berkeley?" Remond Sabatte tells us "At the turn of the century there were two farms in Berkeley — one near University Avenue and San Pablo and another in the Claremont district. Our family bought milk from them." Now, says Remond, "Berkeley Farms owns a 1,300-acre ranch in Los Banos and three farms in Stockton. We have 2,500 cows, in case you're interested."



BERKELEY FARMS, Inc. 2065 Oakdale Avenue • San Francisco • California 94124 • Telephone 282-6680

PRESS RELEASE: 3/26/85

Private memorial services were held Tuesday for Mary Sabatte, co-founder of Berkeley Farms Dairy, who died in Oakland after a brief illness. She was 97.

A French immigrant at the age of 13, she later married John A. Sabatte in 1908, and together in 1910, they founded the South Berkeley Creamery delivering milk to Oakland homes by horse and buggy. Later renamed to Berkeley Farms, the company this year celebrates its 75th anniversary as one of the state's largest independent milk companies.

During the early years of the dairy, Mrs. Sabatte maintained rigorous and long hours processing milk while also lodging and cooking for the dairy's workers. Milk deliveries by Model-T trucks replaced the horse and buggy, and the company's home delivery routes grew to be a major force in the Bay Area milk market.

Her husband died in 1957, and she handed the business down to her five sons. Four surviving sons and their families operate the mainly wholesale milk business today.

In 1946, Mrs. Sabatte received a national commendation from the American Red Cross. In 1949, the French government bestowed upon her the "Medaille de la Reconnaissance Francaise" given in recognition for the war time relief work she and her French Red Cross group performed during World War II.

She is survived by her sons, George, Albert, Frank, and John, her sister, Mrs. Pierre Bedoura of San Francisco, fourteen grandchildren, fourteen great grandchildren, and one great-great grandchild.

Firm Takes Action in Milk Case

TR B JAN 13 1959

Three Charged With Soliciting Former Customers

MARTINEZ, Jan. 13 — Berkeley Farms Milk Company has obtained a Superior Court order restraining three former employees from soliciting customers for a new firm allegedly formed by them.

Judge Wakefield Taylor issued a temporary restraining order against Eric Anderson, William D. Bowers and Dennis O'Connor and their firm, El Monte Dairy Delivery of Concord.

He ordered the defendants to appear before him at 10 a.m. Monday and show cause why they should not be permanently enjoined from soliciting Berkeley Farms customers.

Berkeley Farms and its operators, Raymond C. and John Sabatte also asked the court to enjoin the defendants from using Berkeley Farms customer lists, route maps and other records or revealing them to other persons, and to order such materials returned to the plaintiff.

The suit asserts the three defendants quit Berkeley Farms Jan. 6, and immediately started their own company.

Staff Sgt. Victor Balatti, son of Mr. and Mrs. Balatti, of Oakland; en route home on furlough after 28 months with the 12th Army Air Force in the European theater of operations.

Staff Sgt. John A. Sabatte, son of Mr. and Mrs. J. A. Sabatte, 5451 Proctor Avenue; en route home on furlough after 24 months in the infantry, European theater of operations.

Pfc. Melton Benjamin, 15, Oakland; en route home on furlough after 30 months with the Army Medical Corps, European theater of operations.

Lieut. Emily K. Huhn, Army Nurse Corps, of 350 33th Street; to Madigan General Hospital, Tacoma, Wash.

S/Sgt. John A. Sabatte Jr., son of Mrs. John A. Sabatte of 5451 Proctor Avenue, Oakland; Fifth Army, Italy.

Sgt. Clarence H. Young, son of Mrs. Clarence Young of 5917 Keith

John Sabatte, Founder of THE SEP 10 1957 Creamery, Dies

John A. Sabatte, 78, founder of the Berkeley Farms Creamery, the largest independent dairy in Northern California, died today in his home at 5451 Proctor Ave. after a long illness.

A native of France, Mr. Sabatte came to Oakland when he was 17. He established the South Berkeley Creamery in 1910, starting with one horse and one milk wagon, and built it into one of the state's biggest independent dairies.

His dairy, now known as the Berkeley Farms Creamery, serves an area which extends from Richmond on the north to Hayward on the south and Concord on the east.

Mr. Sabatte is survived by his wife, Mrs. Mary N. Sabatte; five sons, George P., Albert M., Frank E., Remond C. and John A. Jr., all of whom are associated in the dairy, and 12 grandchildren.

From One Horse to \$400,000 Creamery; Levins Open 3rd Plant

By Robert C. Elliott
The News-Industrial Dept.

NEWS OCT 7 1947

A Bay Area man who started a milk route with one horse and a wagon in 1910, has just expanded

into a new
\$400,000 cream-
ery...

Two San Francisco brothers who began manufacturing with a few hundred dollars capital in 1932, are opening a third Bay Area plant

and expect to build it up to a half-million-dollar-a-year payroll.

Meanwhile the California Manufacturers Association is lining up millions of dollars worth of potential orders for this state's manufacturers, both big and little fellows. Here are the developments:

FROM ONE HORSE TO NEW \$400,000 BAY CREAMERY!

J. A. Sabatte, who started with the one horse, has now built the South Berkeley Creamery into the largest independent creamery in the East Bay. His five sons have joined him in the business in recent years.

They have finished a \$400,000 milk and ice cream processing plant in Emeryville, across from the Key System bus yard. They have 74 delivery routes, covering from Rich-



Dairy Founder Estate Valued THE JAN 21 1958 At \$300,976

A value of \$300,976 today was placed on the estate of John A. Sabatte, dairy founder who died last Sept. 10 at the age of 78, according to an appraisal filed in Alameda County Superior Court.

Sabatte, who lived at 5451 Proctor Ave., was the founder of the Berkeley Farms Creamery, largest independent dairy in Northern California.

He directed in a will dated May 16, 1951, that the estate, consisting of real estate, stocks and securities, be left in trust for his wife, Mary, with the net income accruing to her for life and upon her death the trust ends and the estate will be distributed in equal shares among five sons, George, Albert, Frank, John Jr. and Remond.

A native of France, Sabatte came to Oakland at the age of 17 and in 1910 established the dairy with a single wagon.

Milk of human kindness: Loyalty of Berkeley Farms is refreshing

By Tim Simmers
STAFF WRITER

HAYWARD — When Berkeley Farms began the ground work here earlier this month for a \$50 million milk plant due to open next fall, the dust and commotion pretty much went unnoticed.

But the gesture of starting a modern factory here hearkens back to a time when loyalty was a two-way street in business.

It's rare for a family-owned company to invest millions in a plant where high-paid union laborers will do the work, just because the family thinks it owes something to its employees and the county of its roots.

"I wanted to start a new beginning, not an end," said Don Sabatte, part-owner and stockholder of the dairy founded by his immigrant grandfather, John Sabatte, 85 years ago.

Berkeley Farms faces stiff competition these days from rivals who process their milk in the Central Valley, where labor and construction costs for building new plants are much cheaper than in the Bay Area.

There was no hint that the com-

pany has been going through changes based on its famous radio advertising tag line, "Farms in Berkeley? Moo," delivered by the late Warner Brothers voice artist Mel Blanc.

But the Sabatte family informed its workers late last summer that they would build a new plant in Alameda County, instead of selling out or building in the Valley, if some labor concessions were made.

The Teamsters Union Local 853, which represents the workers, agreed to go slow on wage increases, cut double time to time-and-a-half, and reduce yearly vacations to help the company compete.

The new factory will go up on a 20-acre plot on Clawitter Road adjacent to the Gillig Bus plant, saving 200 jobs and plenty of local spending.

"People in Alameda County have been drinking our milk since 1910," said Sabatte, whose grandfather started the plant in South Berkeley. "We don't belong in the Valley."

Some younger and even older members of the Sabatte family are still shaking their heads over the decision. More than a few would have preferred to sell out. But the eight-member board, made up mostly of the

senior family members, decided to stay.

Berkeley Farms has a dominant share of the Bay Area milk market among independent dairies, feeding small grocers like Andronicos, Key Market, Lunardis, P&W Market, Draegers and Food 4 Less. The big boys in the milk trade, like Safeway and Lucky, sell their own milk at their own stores.

Still, the company's Emeryville production plant is so "maxed out" that Berkeley Farms is buying milk from its competitors at a lower price than it can process it, Sabatte said.

The dairy has had a tough time keeping pace with the growth of competitors like Foster Farms and Crystal Cream and Butter, which have recently built new plants in Modesto and Sacramento.

The new Hayward plant will be capable of producing more than 200,000 gallons of milk a day. The company now churns out 120,000 gallons daily in its antiquated plants.

"For a company to place a value on its roots and have some commitment to its employees is increasingly

Please see Farms, C-2



help," said Dennis Masters, a 26-year veteran milk truck driver and supervisor at the dairy. "They're really good to loyal employees, and now I'll have a job here until I retire."

Masters said he didn't think the concessions were so bad. "Most people here make \$17 per hour, and can make \$40,000 a year with overtime. That's not a bad living," he added.

The 50-year-old Emeryville plant, where nearly half of the company's 400 workers are em-

ployed, will close when the new factory opens. So will the South San Francisco ice cream plant operations, which will be moved to Hayward in early 1998. A distribution facility in San Leandro, where some 40 workers are employed, also would be closed.

Sabatte said most workers of the closed plants will be transferred to Hayward, though a "minimal amount of layoffs" will occur.

Fresno-based Harris Construction Co. is the general contractor on the new plant.

unusual," said Harley Shaiken, a University of California, Berkeley, professor specializing in labor issues. "They're indicating to their customers and workers that they feel loyalty means something."

Indeed, Sabatte acknowledged that he likes the workforce at the company that generates \$140 million in annual sales.

For many employees, the feeling is mutual.

"The company needed some